

Message Text

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UNCLAS SAO PAULO 1665

FROM COMMERCIAL COUNSELOR

E.O.11652: N/A
TAGS: BEXP, BR
SUBJECT: KEY INTERNATIONAL-BSP AT TRADE CENTER

REF: USDOC 09898; SAO PAULO 1546

1. ON JUNE 13 THE COMMERCIAL COUNSELOR DISCUSSED KEY INTERNATIONAL'S INTEREST IN A BETWEEN SHOW PROMOTION (BSP) WITH RENATO PALOMBA OF THE BRAZILIAN FINANCE MINISTRY -- THE OFFICIAL WHO IS PREPARING THE ATO DECLARATORIO WHICH WILL DEFINE THE BONDED CUSTOMS FACILITIES OF THE TRADE CENTER. PALOMBA'S INITIAL RESPONSE WAS TO SAY THAT IN LAST YEAR'S NEGOTIATIONS BETWEEN THE EMBASSY AND THE GOB REGARDING THE ESTABLISHMENT OF SAO PAULO TRADE CENTER NO MENTION HAD BEEN MADE OF BSP'S -- ONLY THE ANNUAL PROGRAM OF REGULAR TRADE SHOWS APPROVED BY THE MINISTRY OF INDUSTRY AND COMMERCE. AFTER SOME DISCUSSION, HOWEVER, HE AGREED THAT IF THE MINISTRY OF INDUSTRY AND COMMERCE WERE WILLING TO APPROVE BSP'S, THE FINANCE MINISTRY WOULD BE WILLING TO GRANT THEM BONDED CUSTOMS FACILITIES.

2. THE COMMERCIAL COUNSELOR THEN CALLED ON GERALDO PRADO NOGUEIRA, DIRECTOR GENERAL, NATIONAL DEPARTMENT OF REGISTRY OF COMMERCE,
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MINISTRY OF INDUSTRY AND COMMERCE, TO DISCUSS THE QUESTION OF BSP'S. PRADO NOGUEIRA SAID HE WOULD NOT LIKE TO SEE DISSOLUTION OF THE PROGRAM OF SCHEDULED TRADE FAIRS, BUT THAT HE WOULD BE WILLING TO CONSIDER, ON AN EXCEPTIONAL BASIS, REQUESTS FOR THE EXHIBITION OF A SMALL NUMBER OF ITEMS OF IMPORTED EQUIPMENT BETWEEN SCHEDULED SHOWS. HE SAID HE THOUGHT SUCH REQUESTS COULD BE APPROVED IF THEY INVOLVED EQUIPMENT OF TYPES NOT COVERED BY

ANY SCHEDULED TRADE CENTER SHOWS THAT WERE COMING UP. IN REPLY TO A QUESTION REGARDING PROCEDURE AND TIMING, HE SAID REQUESTS FOR SUCH SMALL PROMOTIONAL ACTIVITIES COULD BE MADE BY LETTER FROM THE COMMERCIAL COUNSELOR TO HIM AND THAT A REPLY COULD BE EXPECTED WITHIN A WEEK OR TEN DAYS.

3. WE INFORMED RENATO PALOMBA OF PRADO NOGUEIRA'S WILLINGNESS TO RECEIVE REQUESTS FOR BSP'S AND PALOMBA AGREED TO INCLUDE A PROVISION IN THE ATO DECLARATORIO PROVIDING BONDED CUSTOMS STATUS FOR GOODS BROUGHT IN FOR SUCH EVENTS.

4. THE COOPERATIVE ATTITUDE SHOWN BY THE BRAZILIAN AUTHORITIES TOWARD POSSIBLE BSP'S IS ENCOURAGING. HOWEVER, THEY ARE OBVIOUSLY CONCERNED THAT WE MIGHT BE ATTEMPTED TO ABUSE THE FACILITY BEING OFFERED US. THEREFORE IT IS IMPORTANT THAT THE FIRST REQUEST BE A GOOD CASE, I. E. MODERATE IN SIZE AND CLEARLY NOT INCLUDING ANY ITEMS THAT MIGHT BE COVERED BY ANY OF THE REGULAR SHOWS WE HAVE PLANNED THROUGH FY 1978.
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